



General Assembly

February Session, 2016

Amendment

LCO No. 3947



Offered by:

REP. ARESIMOWICZ, 30th Dist.

To: House Bill No. 5426

File No. 281

Cal. No. 206

"AN ACT MANDATING THE CREATION OF THE CONNECTICUT-MADE DESIGNATION."

1 Strike everything after the enacting clause and substitute the
2 following in lieu thereof:

3 "Section 1. Section 32-6m of the general statutes is repealed and the
4 following is substituted in lieu thereof (*Effective October 1, 2016*):

5 (a) The Commissioner of Economic and Community Development
6 shall develop a "CONNECTICUT-MADE" or "CT-Made" logo and
7 make said logo available to Connecticut manufacturers and producers
8 of Connecticut-made products through an Internet web site that shall
9 allow such manufacturers and producers to promote their products
10 that are made in Connecticut. The commissioner shall develop
11 guidelines for the use of such logo in any branding efforts by such
12 manufacturers and producers, which may include: (1) The types of
13 products and specifications for such products that may be branded as
14 "CONNECTICUT-MADE" or "CT-Made"; and (2) the ability of such a
15 manufacturer or producer to alter such logo's proportions or colors.

16 Any state agency, quasi-public agency or other public or private
17 institution may promote such web site and logo.

18 (b) The commissioner may, within available appropriations,
19 establish and administer a program to promote the marketing of
20 products produced in Connecticut for the purpose of encouraging the
21 development of manufacturing and production in the state. [The
22 commissioner may, within available appropriations, provide a grant-
23 in-aid to any person, firm, partnership or corporation engaged in the
24 promotion and marketing of such products, provided the words
25 "CONNECTICUT-MADE" or "CT-Made" are clearly incorporated in
26 such promotional and marketing activities. The commissioner shall (1)]
27 As part of said program, the commissioner may (1) provide for the
28 design, plan and implementation of a multiyear, state-wide marketing
29 and advertising campaign, including, but not limited to, television and
30 radio advertisements, promoting the availability of, and advantages of
31 purchasing, Connecticut-made products, (2) establish and
32 continuously update a web site connected with such advertising
33 campaign that includes, but is not limited to, a comprehensive listing
34 of Connecticut manufacturers, Connecticut-made products and
35 Connecticut retailers selling Connecticut-made products, (3) direct
36 Connecticut manufacturers and producers of Connecticut-made
37 products in need of assistance to the appropriate economic
38 development entity or state agency, and (4) conduct efforts to promote
39 interaction and business relationships between Connecticut
40 manufacturers and producers of Connecticut-made products and
41 retailers, marketers, chambers of commerce, regional tourism districts
42 and other potential institutional purchasers of Connecticut-made
43 products, including, but not limited to, (A) linking Connecticut
44 manufacturers and producers of Connecticut-made products with
45 potential purchasers through a separate feature of the web site
46 established pursuant to this section, and (B) organizing state-wide or
47 regional events promoting Connecticut manufacturers and producers
48 of Connecticut-made products, where such manufacturers, producers
49 and institutional purchasers are invited to participate. The

50 commissioner shall use his or her best efforts to solicit cooperation and
51 participation from Connecticut manufacturers, producers of
52 Connecticut-made products, retailers, marketers, chambers of
53 commerce and regional tourism districts in such advertising, Internet-
54 related and event planning efforts, including, but not limited to,
55 soliciting private sector matching funds. The commissioner shall
56 administer [this] such program within available appropriations. [On or
57 before January 1, 2013, and annually thereafter, the commissioner shall
58 report to the joint standing committee of the General Assembly having
59 cognizance of matters relating to commerce on issues with respect to
60 efforts undertaken pursuant to the requirements of this section,
61 including, but not limited to, the amount of private matching funds
62 received and expended by the department.]

63 (c) The commissioner may adopt such regulations, in accordance
64 with chapter 54, as he or she deems necessary to carry out the
65 purposes of this section."

This act shall take effect as follows and shall amend the following sections:		
Section 1	October 1, 2016	32-6m